Cambium Networks™

CASE STUDY

Lamborghini Legacy Meets Next-Gen Connectivity at Museo Ferruccio

The Museo Ferruccio Lamborghini, located near Bologna, Italy, is a tribute to the iconic industrialist Ferruccio Lamborghini. Spanning over 9,000 square meters, the museum showcases his mechanical creations—from the very first Carioca tractor to the most celebrated Lamborghini models of the 1950s to 1970s. Beyond its function as a museum, the venue also hosts private and corporate events, welcoming up to 600 guests. Founded by Tonino Lamborghini to celebrate his father's legacy, the museum is a convergence of history, engineering excellence, and Italian style.

With thousands of visitors annually and increasing demand for event space, seamless connectivity had become not just a nice-to-have but a necessity.

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The Challenge

Despite its prestige and high-profile events, the museum's legacy Wi-Fi infrastructure couldn't support the growing digital expectations of guests, staff, and event organizers. The network suffered from:

- Low bandwidth (limited to 100 Mbps)
- Inconsistent coverage in key event areas
- An inability to support high-density user environments during major events
- Limited cloud manageability and troubleshooting capabilities

The museum leadership realized it needed a digital transformation to support immersive visitor experiences, multimedia exhibits, and bandwidth-intensive corporate events—all without compromising the aesthetics of the historic venue

"The user experience has taken a huge leap forward—whether for daily museum visitors or for guests at our large-scale events. Even with 200 users in one area, we've seen no issues. We're absolutely satisfied with Cambium's solutions—they met and exceeded our expectations."
— Davide Clarizia, Event & Sales Manager, Museo Lamborghini

The Solution

In partnership with Cambium Networks and Aikom Technology, the museum underwent a complete infrastructure refresh with next-generation wireless and switching solutions—ensuring high performance, reliability, and manageability.

Products Deployed:

- **XE3-4 Wi-Fi 6/6E Tri-Radio Access Points**
  Designed to deliver high throughput and future-ready wireless performance. With support for the 6 GHz band, these APs more than triple available spectrum, enabling faster connections and higher capacity.
- **XE5-8 Wi-Fi 6/6E 5-Radio High-Density Access Points**
  Ideal for demanding event spaces. These APs support seamless tri-band operations with software-defined radios and are built for environments with hundreds of concurrent users.
- **cnMatrix MX-EX2028P Switch**
  A next-gen PoE switch platform offering cloud-managed, policy-based automation. With zero-touch provisioning and cnMaestro™ integration, it simplified deployment and day-to-day operations.
- **cnMaestro™ Cloud Management**
  Provided single-pane-of-glass visibility, automated provisioning, and proactive monitoring for the entire network infrastructure.

The Results

The upgrade delivered immediate and measurable results:

- **10x increase in available bandwidth**
  From 100 Mbps to 1 Gbps, enabling ultra-fast, uninterrupted connectivity for streaming, conferencing, and cloud-based services

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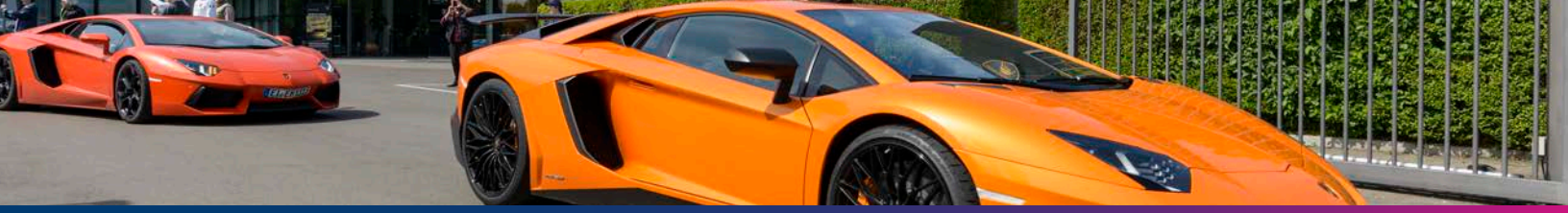

- **High user density support**
  The new infrastructure comfortably handled 200+ concurrent users in a single event zone without performance degradation.
- **Seamless event operations**
  Guests at corporate events now experience flawless connectivity, even in high-demand scenarios such as hybrid conferences or product launches.

Business Value

Ferruccio Lamborghini Museum now operates a high-performance, future-proof network that matches the sophistication of its exhibits and clientele. The new infrastructure enables:

- **Enhanced guest satisfaction** during tours and digital experiences
- **Flawless execution of enterprise-scale events** with high-density Wi-Fi requirements
- **Reduced operational burden** for IT staff through centralized management servizi digitali
- **Scalability** to support new digital services and applications in the future

The transformation supports not just better connectivity—but a better business.

The Power of Cambium ONE Network

The deployment at Museo Lamborghini exemplifies the value of Cambium's ONE Network, a unified platform that simplifies enterprise IT with:

- End-to-end cloud-based network management
- Integrated Wi-Fi, switching, and security
- Intelligent automation for reduced downtime and faster troubleshooting
- Application visibility and policy control across the entire infrastructure

Supported by Cambium Networks and Aikom Technology, the Ferruccio Lamborghini Museum has implemented a complete, state-of-the-art Wi-Fi upgrade. The new solution is built on the ONE Network platform, enabling the museum to manage its entire network lifecycle from a single interface. This combination ensures high performance, simplified management, and exceptional scalability, ultimately allowing the enterprise to reduce its total cost of ownership while delivering outstanding user experiences.

About Cambium Networks

Cambium Networks enables service providers, enterprises, industrial organizations, and governments to deliver exceptional digital experiences, and device connectivity, with compelling economics. Our ONE Network platform simplifies management of Cambium Networks' wired and wireless broadband and network edge technologies. Our customers can focus more resources on managing their business rather than the network. We make connectivity that just works.

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